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APRIL 2010

National Radon Action Month Newsletter

Welcome to EPA's April 2010 National Radon Action Month Newsletter. Below, you will find information about the efforts of the radon community during National Radon Action Month. Thank you to everyone who participated in the 2010 National Radon Action Month and to everyone who continues to conduct radon outreach year round. By conducting radon awareness activities in your community, you are joining the national effort to save lives from radon exposure under the [Radon Leaders Saving Lives Campaign](#).

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2010 National Radon Action Month Results

Thank you to everyone who led the charge to raise awareness, encourage testing and promote risk reduction during the 2010 [National Radon Action Month](#) in January. EPA extends a special thank you to those who submitted National Radon Action Month activity and event descriptions to RadonLeaders.org. There were **1,904 activities and events** reported from **39 states, representing all 10 EPA regions**. This represents a slight increase in the number of events from 2009.

The radon community can learn about the results of their efforts in several ways:

- Visit the [Results Summary](#) page on EPA's National Radon Action Month website to view general information, graphs and charts.
- View the [NRAM Results](#) page on RadonLeaders.org for spotlight activities and our interactive 2010 activities map or to browse all 2010 activities.
- [Download](#) a printable 2010 National Radon Action Month results summary handout.
- [Download](#) a printable version of the full 2010 National Radon Action Month results report.

Use these resources to celebrate the success of your peers, share your experiences or begin planning how you will be even more successful in 2011.

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Spotlight on National Radon Action Month Activities and Events

During the 2010 National Radon Action Month, partners conducted and submitted to RadonLeaders.org a wide variety of activities and events to raise radon awareness. View the list we have compiled to spotlight activities. The list is grouped by uses of resources, innovative outreach methods and noteworthy audiences. Groupings on the list include "Most Bang for the Buck," Social Media Outreach, Student and Teacher Outreach, Health/Science Activities, Radon-Resistant New Construction Activities, Multi-cultural Outreach, and Poster Contest Activities.

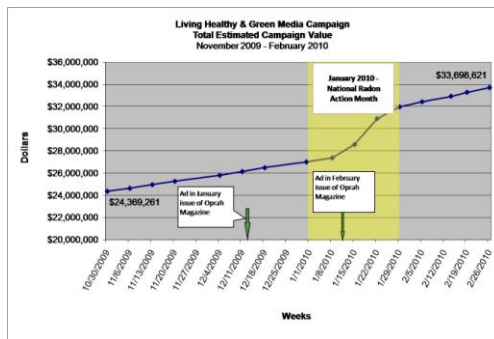
- [Download](#) a printable list of the 2010 National Radon Action Month Spotlight Activities. A truncated version of this list is also posted on [RadonLeaders.org](#).
- View the [interactive results map](#) on RadonLeaders.org to browse one spotlight activity from each state that participated in 2010 National Radon Action Month.

You can still visit www.RadonLeaders.org to [browse](#) all of the 2010 National Radon Action Month activities.

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Living Healthy & Green Campaign Shows Unprecedented Growth in January

For the 2010 National Radon Action Month, radon stakeholders submitted more media activities than any other type of activity. One way that many stakeholders conducted media outreach in January was using the [Living Healthy & Green](#) media campaign. In January alone, **more than five million dollars in advertising time and space** was donated to the campaign for public service announcements (click on the chart image below to view the campaign growth). This approximately equals the value of donated advertising space during each of the four preceding months combined! As a part of this outreach, radon stakeholders placed campaign print, television and radio public service announcements (PSAs) in local and national outlets including the January 2010 issue of Oprah Magazine, which has a circulation of over 2.3 million (click on the magazine images below to view examples). For the entire campaign, the estimated total value of donated advertisement space is nearly \$36 million. [Download](#) the *Living Healthy & Green* PSAs today for your local media outlets.



Click on each of the images above for a larger version.

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As Home-buying Season Arrives, Promote Radon-Resistant New Construction in Your Community

Many radon partners engaged the home building and real estate community during the 2010 National Radon Action Month to promote the importance of radon-resistant new construction (RRNC). These outreach activities provide excellent examples for how you can promote RRNC as we enter the spring home-buying season.

Continue engaging the homebuilder community by promoting [EPA's Indoor airPLUS program](#) and encouraging all Indoor airPLUS builders or other builders that use radon-resistant new construction techniques to be listed in [EPA's RRNC Builders Directory](#). Enrollment is free and easy. The Directory is a useful marketing tool, and makes it easy for consumers to find builders who want new homes that protect against radon gas. You can also [download RRNC PSAs](#) to place in your local media outlets. These resources are available to help you engage your local building community.

EPA has additional information available for builders who are interested in learning more about RRNC. Learn the [basics about RRNC building techniques](#) or discover how RRNC may also [decrease other known causes of indoor air pollution](#), such as moisture and humidity.

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Featured RRNC NRAM Activities

The New York State Department of Health placed an advertisement in Empire Builder Magazine promoting RRNC building practices. The magazine reaches over 8,500 home builders in New York. [Learn more](#)

The Minnesota Department of Health hosted a free lecture during their Quarterly Radon Stakeholders meeting for builders, health professionals and local government officials to explain how Minnesota's homebuilders would be affected by the state's RRNC law. [Learn more](#)

The National Radon Poster Contest is Underway

[Kansas State University \(KSU\)](#), in partnership with EPA, is accepting entries for the National Radon Poster Contest, a fun way to get schools and students involved in raising radon awareness.

Entries for the [National Radon Poster Contest](#) will be accepted through October 2010. KSU will conduct national judging in November 2010 and will announce the winners in December 2010.

Students ages nine to 14 from all states, tribal nations, and U.S. territories are eligible to enter. The top national winners, a parent and the sponsoring teacher will receive an all-expense paid trip to Washington, DC, to be honored during the *Indoor Air Quality Tools for Schools* [National Symposium](#) in January 2011.

KSU encourages states and other local entities to conduct their own poster contests and forward top entries for judging in the national contest. For complete contest rules and information, visit the KSU National Radon Program Services website at <http://sosradon.org/>, or contact Bruce Snead from KSU at Radon@ksu.edu or call (785) 532-4992.

To view past state and national winning posters, visit the KSU National Radon Program Services website at <http://sosradon.org/2010-poster-contest-winners>.



Winning students, with their family members and teachers, join Kansas State University representatives in front of the White House in January, 2010.

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Your National Radon Action Month Feedback and Stories are Important

EPA would like to hear about your experience with the 2010 National Radon Action Month and how, with your help, we can improve our processes and support your efforts for an even more successful 2011.

Please [share your comments and feedback regarding your experiences during the 2010 National Radon Action Month](#). Tell us what made your events and activities successful and provide recommendations on how EPA can help you increase radon awareness in the 2011 National Radon Action Month. EPA may use your feedback to develop new or improved tools and resources to help you make an even bigger impact next year. The deadline to submit the feedback form is **May 28, 2010**.

[RadonLeaders.org](#) has a new series in the [InFocus section](#) of the homepage which allows stakeholders to share their National Radon Action Month stories. The first story, submitted by radon professional Alexia Workman from Cincinnati, OH, described how one woman used her battle with lung cancer to inspire others to test for radon during National Radon Action Month. Please share your compelling 2010 National Radon Action Month stories by completing the [form on RadonLeaders.org](#). Your stories will be collected from the website and featured on the homepage of [RadonLeaders.org](#) in the InFocus section. Your stories also may appear on [EPA's National Radon Action Month website](#).

Another way to continue the dialogue about National Radon Action Month is to [post a blog or join a forum discussion](#) on RadonLeaders.org.

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This Edition's Checklist

- View the 2010 National Radon Action Month results information on [EPA's National Radon Action Month website](#) and on [RadonLeaders.org](#).
- [Share](#) your success stories for the 2010 National Radon Action Month to let other radon leaders know how you made an impact.
- [Send your feedback](#) on the 2010 National Radon Action Month. The deadline to submit your feedback is May 28, 2010.

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Tell Us What You Think

Is there a topic related to National Radon Action Month you want to see covered in the Newsletter, discussed at a webinar or presented at the National Radon Meeting? Need more information or have a quick question? Let us know by sending an e-mail to radonevents@cadmusgroup.com.

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